2 September 2010

Medgenics, Inc.
("Medgenics" or the "Company")

Medgenics appoints world leading veterinary expert, Dr. Stephen Ettinger to Strategic Advisory Board

Misgav, Israel and London, UK – 2 September, 2010 - Medgenics, Inc. (AIM: MEDG, MEDU), the company that has developed a novel technology for the manufacture and delivery of therapeutic proteins continuously in patients using their own tissue, is delighted to announce the appointment to the Company's Strategic Advisory Board of Dr. Stephen Ettinger, a world-renowned expert in veterinary medicine, who has held senior lecturing positions in many top universities and had over 150 books and papers published, with over 40 years of experience. Among his many honours and committee recognitions, Dr. Ettinger sits on the Board of Trustees at Cornell University and holds memberships at the California Veterinary Medical Association, the American College of Cardiology and the American Heart Association. Dr. Ettinger's appointment reflects the Company's decision to expand its Strategic Advisory Board to include members possessing a wider range of professional and commercial skills that will be required going forward, and to explore new directions and strategies for its Biopump technology.

Commenting on the appointments, Dr. Andrew Pearlman, CEO of Medgenics said: "The appointment of Dr Ettinger to the advisory board is an important strategic move for Medgenics as it opens the possibility of extending application of our Biopump platform techonology into veterinary medicine. While the process for manufacture and insertion of Biopumps is similar for animals and for humans, the regulatory route is much less arduous, possibly offering our Company earlier revenue-generating products. In addition to his eminence in veterinary medicine and academics, Dr. Ettinger will enhance Medgenics' contacts in the pharmaceutical world. His addition to our Strategic Advisory Board will strengthen our team as we move forward towards strategic partnerships and the development of commercial versions of our Biopump platform technology to bring this personalized approach to the broad and growing protein therapeutic market."

For further information, contact:

Medgenics, Inc. Dr. Andrew L. Pearlman	Phone: +972 4 902 8900
De Facto Communications Mike Wort Anna Dunphy	Phone: +44 207 861 3838
Religare Capital Markets (Nomad) James Pinner Derek Crowhurst	Phone: +44 207 444 0800
SVS Securities plc (Joint Broker) Alex Mattey Ian Callaway	Phone: +44 207 638 5600
Nomura Code Securities (Joint Broker) Jonathan Senior	Phone: +44 207 776 1219

Notes to Editors:

Medgenics is a commercial-stage, biopharmaceutical company, developing its unique tissue-based Biopump platform technology to provide sustained-action protein therapy for the treatment of a range of chronic diseases. The first revenue generating commercial deal with a well known multinational pharmaceutical company was negotiated in late 2009 and we look forward to generating additional deals to further commercialise the Biopump platform technology.

Biopumps are made using needle biopsies taken from the lower layer of the patient's skin under local anaesthetic, and processed during 10-14 days to become 30 mm long tissue biofactories producing the required protein. The requisite number of Biopumps are injected under the patient's skin to provide sustained protein production and delivery for many months. The Company is developing the Biopump to provide substantially greater safety and reliability in protein treatment in a more cost effective manner than experienced with the existing injected protein therapies. Medgenics currently has three products in development based on this technology, addressing the indications of:

- anaemia - using EPODURE, a Biopump producing erythropoietin (EPO)

- hepatitis-C - using INFRADURE - a Biopump producing interferon-alpha (IFN-a)

- haemophilia - using a Biopump to produce clotting Factor VIII

The Company's Phase I/II clinical trial using EPODURE to treat anaemia in patients with chronic kidney disease, has demonstrated proof of concept of the Biopump. Designed to produce and deliver a therapeutic dose of EPO steadily for six months or more, EPODURE Biopumps have already provided effective anaemia treatment in patients for 6-12 months, even at the low administered dose.

Medgenics intends to develop its innovative products and bring them to market via multiple strategic partnerships with major pharmaceutical and/or medical device companies. In addition to treatments for anaemia, hepatitis-C and haemophilia, Medgenics plans to develop and/or out-license a pipeline of future Biopump products targeting the large and rapidly growing global protein therapy market, which is forecast to reach US $95 billion by the end of 2010. Other potential applications of Biopumps producing various proteins include multiple sclerosis, arthritis, paediatric growth hormone deficiency, obesity, and diabetes.